

## REGISTRATION FORM

(Please print)

Name \_\_\_\_\_

Home address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone ( ) \_\_\_\_\_

Agency name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone ( ) \_\_\_\_\_

Conference you wish to attend

\_\_\_\_\_ January 27-29, 2004

\_\_\_\_\_ April 13-15, 2004

\_\_\_\_\_ July 13-15, 2004

\_\_\_\_\_ October 12-14, 2004

Register early. Conference space is limited. Registration is \$60. Your fee includes morning and afternoon refreshments and lunch.

Make check payable to Texas Association of WIC Directors and mail to:

Peer Counselor Trainer Workshop  
Texas Association of Local WIC Directors  
P.O. Box 9382  
Austin, TX 78766-9382

For additional information, call  
Jewell Stremmler 512-341-4400 X2303#  
or Elaine Greiner at 512-341-4444.



Texas Association of Local WIC Directors  
P.O. Box 9382  
Austin, TX 78766-9832

# TRAINING MOMS TO HELP MOMS



PEER COUNSELOR TRAINER  
WORKSHOP

## ABOUT THE WORKSHOP

The Peer Counselor Trainer Workshop is designed to ensure the success of your breastfeeding peer counselor program. Participants will learn to advocate for a program in their agency and receive planning guidance and insight on presenting effective training sessions for their counselors. This workshop is specifically geared to initiating breastfeeding peer counseling programs. However, information from this workshop can be used to initiate peer programs in areas other than breastfeeding.

### Who should attend?

Anyone interested in establishing a peer counselor program or becoming a peer counselor trainer:

- WIC staff
- Lactation consultants and educators
- Hospital nurses
- La Leche League leaders
- Teen-parent educators
- Health educators

### Date and location:

- January 27-29, 2004
- April 13-15, 2004
- July 13-15, 2004
- October 12-14, 2004

Texas Department of Health  
1100 W. 49th St.  
Morton Building  
Austin, Texas

### Workshop sessions:

Tuesday, 1-5 p.m.  
Wednesday, 8:30 a.m.-5:00 p.m.  
Thursday, 8:30 a.m.-12:30 p.m.

## YOU WILL BE ABLE TO ANSWER THE FOLLOWING QUESTIONS:

### Why peer counseling?

- How and why did peer counseling become the hot, trendy way to promote breastfeeding?
- What do you need to know to advocate for a peer counselor program in your clinic, agency or hospital?

### How do you design a peer counselor program?

- What advice and inspiration can peer counselors give us? (A panel of peer counselors tell us who they are and what they do. Learn what to look for when you recruit counselors and what you can expect them to do for you.)
- How are the costs of training and paying peer counselors funded?
- What advice and inspiration can WIC local agency breastfeeding and/or peer counselor coordinators give us? (Experienced coordinators share insights on recruiting and retaining counselors and structuring a program.)

### How do you conduct an effective peer counselor training session?

- What training is required -- and why?
- How do we use the *WIC Breastfeeding Peer Counselor Training Manual*?
- What are interactive teaching methods and how do we use them effectively?

## INSTRUCTORS

**Jewell Stremmer, CLE**, is the Peer Counselor Coordinator for the Texas Department of Health (TDH) WIC Program. She has 20 years experience in breastfeeding promotion. She was instrumental in implementing the WIC Peer Counselor Program in Texas and coauthored the training manual.

**Mary Ann Hazlett, MSN, IBCLC**, has 15 years experience working with breastfeeding moms in perinatal nursing. She is a patient educator and a childbirth educator. She pioneered the first hospital peer counselor program in Texas at Brackenridge Hospital in Austin.

**Marguerite Kelly, IBCLC**, is a Training Specialist for the Lactation Counseling and Problem Solving Course and Peer Counselor Training. She has been a La Leche League Leader since 1988. She worked for the WIC Breastfeeding Program in Mississippi for seven years.

This program is cosponsored by the Texas Department of Health, Bureau of Nutrition Services WIC Program and Texas Association of Local WIC Directors.

*Application for 16.5 contact hours has been made for this continuing nursing education activity to the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. 14.0 contact hours for dietitians are subsequently submitted to the Commission on Dietetic Registration at the American Dietetics Association.*